Cisco (Nasdaq: CSCO) and the United States Golf Association (USGA) today announced a multiyear extension of their partnership, designed to pioneer a new chapter of innovation and technology for the USGA and its championships. Since 2018, Cisco has served as the Official Technology Partner of the USGA, leveraging its industry-leading AI networking, cybersecurity and observability solutions to strengthen the USGA's year-round operations as well as its marquee events, including the U.S. Open and U.S. Women's Open Presented by Ally.

Through the renewed partnership, Cisco and the USGA will collaborate to deploy AI-ready infrastructure and advanced solutions that help ensure the USGA's network can support current and future device loads, as well as emerging AI applications, in complex and dynamic environments. As AI is unlocking new experiences across industries, this technology will help the USGA continue to innovate and evolve its foundation by helping USGA officials monitor the health of venue infrastructure and networking equipment, as well as crowd management, identifying issues before they occur to ensure seamless event operations. This collaboration will set the stage for the next decade and beyond.

In the near term, USGA is working to help make the game's official rules more accessible to everyday golfers through an AI-powered experience that provides clear, timely answers to rules questions. Cisco AI Defense will secure the integrity and security of the underlying AI. Cisco AI Defense provides comprehensive protection for enterprise AI—delivering visibility into AI usage, validating models for risk and integrity, and safeguarding applications at runtime against emerging AI-specific threats.

"Cisco has been an essential partner in helping the USGA build a technology foundation worthy of the world's greatest golf championships," said Jon Podany, Chief Commercial Officer at the USGA. "This extended partnership ensures we're not just ready for today's demands, but well-positioned to push the boundaries of what's possible at our championships and beyond to meet the changing needs of our fans and customers."

Cisco's technology will be critical to connecting and protecting this year's championships at Riviera Country Club (U.S. Women's Open Presented by Ally) and Shinnecock Hills Golf Club (U.S. Open). Both championships will feature high-performance connectivity powered by:

- Cisco Wi-Fi 7 access points and Cisco switching architecture– delivering fast, reliable Wi-Fi to more than 240,000 expected fans, media and operators across the Championship weeks.
- Cisco networking technology to deliver operational simplicity and prepare to defend against AI-powered threats, alongside physical security and secure firewall solutions that ensure the integrity of the entire digital ecosystem, including critical functions such as broadcast, scoring and on-site amenities.
- Meraki cameras for enhanced security to monitor crowd flow and provide data-driven insights that improve event management.
- Customized dashboards from Splunk Enterprise and Splunk Cloud Platform for end-to-end monitoring and analytics, giving event operators real-time insight into network health and performance.

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Rob McQueen, Vice President of Global Sponsorships at Cisco, added, "We're proud to partner with the USGA as it enters a new era of AI-driven innovation. As AI becomes foundational to the future of golf, Cisco's leadership in networking, security, and digital infrastructure will help the USGA deliver smarter, more connected, and more immersive experiences for fans around the world."

Cisco and the USGA share a deep commitment to growing the game of golf – fostering greater inclusion in the sport and creating opportunities for more people to engage with the game. This commitment is reflected through various ongoing initiatives, including Cisco's support of the USGA's Pathways Internship Program, designed to introduce college and graduate students to careers in the golf and sports industry. In addition, Cisco will continue to deploy Networking Academy Dream Teams at key championship events, creating once-in-a-lifetime opportunities for aspiring technology leaders to foster skill building and career development in a real-world environment.

Today's announcement builds upon Cisco's ongoing investment in the game of golf, as seen through partnerships with leading organizations, such as the Advocates Professional Golf Association (APGA) Tour and Stephen Curry's UNDERRATED Golf Tour; events, including the APGA Cisco Invitational and the APGA Billy Horschel Invitational presented by Cisco; and the ambassadors on Team Cisco across the PGA, LPGA and APGA Tours.

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